



CITY OF KIRKLAND

Department of Public Works

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MEMORANDUM

To: City Council

From: Parking Advisory Board, Jack Wherry Chair

Date: July 29, 2010

Subject: Pilot for paid event parking, July 18th -- READING FILE

This summary is per the City Council's request for a report on the outcome of the event parking which occurred on Sunday, July 18th during the Classic Car Show and Kirkland Uncorked. Diamond Parking was hired as the private operator who managed the parking in the Peter Kirk Municipal Garage.

Public Works staff (Tami White, Parking Coordinator) and two Diamond staff members arrived at 8:00 AM, a third attendant arrived mid-morning. At 8:15 AM, Diamond took inventory of 28 permit and 17 public vehicles already parked in the garage. City staff requested that an additional 15 permit spaces be held until noon for late arriving employees; employees were required to pay only if they did not have a park smart permit. The public parking fee was \$5 for all day between 8:30 AM – 4:30 PM.

City staff was present throughout the day to monitor the parking and the overall management of the process. In addition, Diamond conducted an inventory of the garage every hour. At 3:10 PM the garage occupancy peaked at 70 permits and 186 pay parkers; the garage never filled to its 400 car capacity. The library's top level of stalls did occasionally fill, however the Diamond attendant was always professional and friendly about asking each patron whether or not they were actually using the Library. At the end of the day (4:30 PM), 57 permit and 161 pay parkers remained in the garage.

The "\$5 Event Parking" sign was conspicuously placed at the entrance to the Garage on Kirkland Avenue in order to inform people prior to their entering. It was noted that some drivers observed that fee parking was in place and opted to continue to another location. Over the entire day there were no reported complaints as customers were prepared to pay. Approximately 4-5 ball field goers questioned whether or not they were required to pay as they were previously led to believe that parking was free. A total of 308 pay parking tickets were sold totaling \$1,540.00 and Diamond was paid an operator's fee of \$650.00; the balance of the funds will go to the off-street parking fund.

SUMMARY:

The PAB believes that having the Garage managed for this event helped significantly with traffic flow into and out of the Garage and with the overall ease in parking. Based on the on-site observations, it is our contention that if the Garage had remained unmanaged, it would have resulted in unnecessary delays and congestion, unhappy customers, and many library patrons who would not have found available parking. The PAB is hopeful that City Council will continue to consider paid event parking as a viable tool in managing the Downtown parking and for future events and/or with the same event next year.